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(to be used for all correspondence after initial filing)

Application Number	09/517,134
Filing Date	March 2, 2000
First Named Inventor	Debra L. Linker
Art Unit	3625
Examiner Name	N. D. Rosen
Attorney Docket Number	08228/000S080-US0

☐ Fee Transmittal Form

☐ Fee Attached

☒ Amendment/Reply

☒ After Final

☐ Affidavits/declaration(s)

☐ Extension of Time Request

☐ Express Abandonment Request

☐ Information Disclosure Statement

☐ Certified Copy of Priority Document(s)

☐ Response to Missing Parts/
Incomplete Application

☐ Response to Missing Parts
under 37 CFR 1.52 or 1.53

- ☐ Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a Provisional Application
- ☐ Power of Attorney, Revocation
Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
- ☐ CD, Number of CD(s)

☐ After Allowance communication to Technology Center (TC)

☐ Appeal Communication to Board of Appeals and Interferences

☐ Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)

☐ Proprietary Information

☐ Status Letter

☒ Other Enclosure(s) (please Identify below):

Patent Transmittal
Amendment Transmittal
Certificate of Express Mailing
Postcard

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

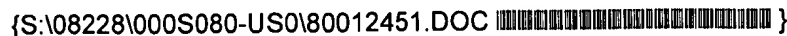
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or
Individual name

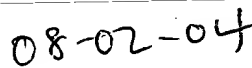
DARBY & DARBY P.C.
John W. Branch - 41,633

Signature

Date _____

July 30, 2004





IPW ~~AF~~
3625

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Examiner: N. D. Rosen

**For: METHOD AND SYSTEM FOR
AUTOMATICALLY DISPLAYING AN
IMAGE AND A PRODUCT IN A PAGE
BASED ON CONTEXTUAL INTERACTION
AND METADATA**

AMENDMENT AFTER FINAL ACTION (37 C.F.R. SECTION 1.116)

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated June 8, 2004 (Paper No. 20040519), finally rejecting claims 1-58, and 63-73, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.